

CONTRACT APPROVAL REQUEST

Project: INDIANA BLACK EXPO
Benson & Hedges Sponsorship

Vendor: Indiana Black Expo, Inc.

Project Manager: Yvette Robinson

Financial Impact: Total of \$15,000

Contract Description:

The attached contract covers the exclusive tobacco sponsorship between Philip Morris USA and the Indiana Black Expo on July 18-20, 1997.

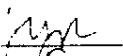


Philip Morris will conduct name generation, pack sales, incentive giveaways and promotions from one 20' x 40' exhibit area within the RCA Dome/Indiana Convention Center and two 10' x 20' tents and three kiosks, mutually agreed upon, at the American Legion Mall. Exclusive sponsorship of the concert on behalf of Benson & Hedges. The exclusive right to hang and display signage at the American Legion Mall stage and at other locations at the site of the Event.

Original booth/exhibit fee was \$20,000. A better price (\$15,000) was negotiated for 1997 for booth/exhibit space. For 1996 the low exhibit/booth sponsorship fee was due to a generous grant from Corporate Contributions.

Financial Elements:	<u>1997</u>	<u>1996</u>
Fee:	\$15,000	\$5,500
Payment Terms:	<u>Fee:</u> Two installments -- upon execution and on 7/18/97, upon completion	
Risk Management:	Normal Philip Morris limits	
Competitively Bid:	No	
Budget Implications:	This sponsorship has been budgeted in our 1997 Benson & Hedges Community Event Marketing Program - E45.	
Accounting Code:	044-454-4440-00-E45	

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Approvals:**Date:**

Y. Robinson	<u></u>	<u>6/23/97</u>
D. Gross	<u></u>	<u>6/24</u>
Finance	<u></u>	<u>7/6/97</u>
Insurance	<u>approved attached</u>	
Legal	<u>initialed contract</u>	
I. Broeman	Sign On Contract	

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